

3A Tips for a Successful Association of Professionals

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In
collaboration
with:



Safety Institute of Australia

Mission

- Advancing the OHS Profession to to deliver the highest quality advice (capability)
- Be a voice for the profession to positively influence OHS practice
- (OHS is an 'emerging profession')

Pam Pryor

- Registrar, Australian OHS Education Accreditation Board, Safety Institute of Australia
- Manager, OHS Body of Knowledge Development, Safety Institute of Australia
- Research partner, INSHPO Global OHS Capability Framework

A profession

A disciplined group of individuals who adhere to high ethical standards and uphold themselves to and are accepted by the public as possessing special knowledge and skills in a widely recognised, organised body of learning derived from education and training at a high level, and who are prepared to exercise this knowledge and skills in the interest of others

A professional

A member of a profession, professionals are governed by codes of ethics and profess competence, integrity and morality, altruism and the promotion of the public good within their expert domain. Professionals are accountable to those served and to society.

Professionalism

The personally held beliefs about one's own conduct as a professional. It is often linked with upholding the principle's of law, ethics and the conventions of a profession as a way of practice (**Professional practice**).

Professional practice A combination of
knowledge, skills, trustworthiness and
altruism... (Beaton, 2010)

Professional standards in OHS

- **Capability**

- OHS Body of Knowledge
- Accreditation of professional Education
- Certification of professionals
- Continuing Professional Development

- **Ethics**

- Code of Ethics
- Ethics committee
- *Ethics education*
- Complaints process

Challenges (OHS profession)

- Community perceptions of the role
- Views of long term members of the industry on the need for professional capability standards
- **Application of standards of professional and ethical practice in a corporate environment**

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**Senior Advisor Ethics and Professional
Issues**



**Speech
Pathology
Australia**

Speech Pathology Australia

Speech pathologists are university trained allied health professionals with expertise in the assessment and treatment of communication and swallowing difficulties

Speech Pathology Australia

- The national peak body for the speech pathology profession in Australia
- 7,700 + members
- Board of Directors, 7 members

Our vision: all Australians, throughout their life, have the right to effective communication and safe swallowing

‘Speech Pathology 2030 – making futures happen’

Speech Pathology Australia

Professional standards are a mechanism to support:

- Safety, quality, effectiveness of professional practice
- Respect and trust in professional expertise

Competency Based Occupational Standards (CBOS)

Professional standards described and maintained through:

Scope of Practice

Clinical Guidelines

Position Statements

Code of Ethics

Principles of Practice

Parameters of Practice

Speech Pathology Australia

Certified Practising Speech Pathologist (CPSP)

- Recognised qualification
- Recency of practice
- Annual Professional Development

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ASSOCIATIONS FORUM NATIONAL CONFERENCE

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BE HEARD.
BE RECOGNISED.





themastershift.com/the-elephant-in-the-room-a-story-of-synchronicity/

BE HEARD.
BE RECOGNISED.





Founded in 1886

Members:

- complete a recognised degree or a postgraduate award
- complete the CPA Program, including three years of professional experience
- undertake CPD activities each year
- comply to the code of conduct

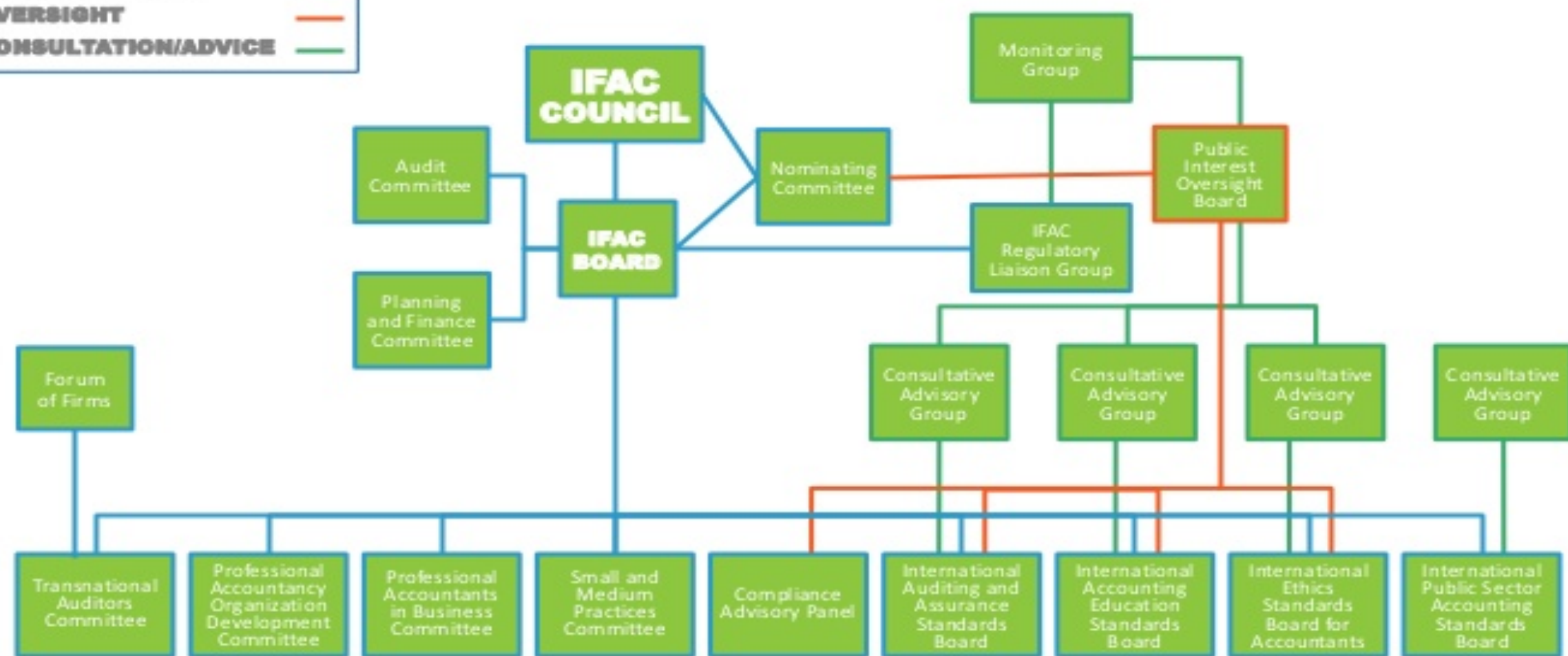
IFAC Structure, Oversight, and Consultation

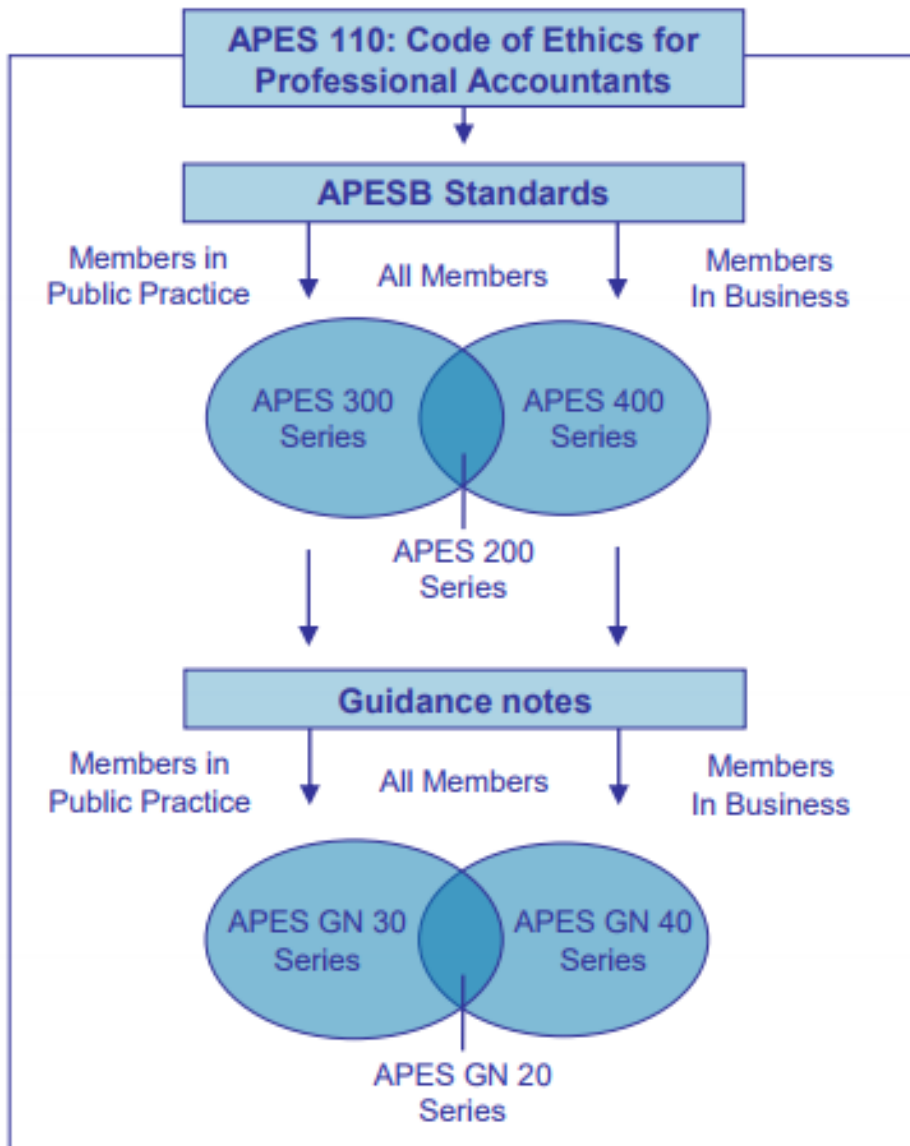
KEY

ACCOUNTABILITY

OVERSIGHT

CONSULTATION/ADVICE





to develop and issue, in the public interest, high quality professional and ethical standards

www.apesb.org.au/uploads/news/speeches_presentation/23012017144828_APESB_Presentation_-_Accounting_Educators_21_Nov_2016.pdf

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Panel discussion

- Empowering the professional to be an *Ethical Professional?*

“Ethical” environment

- Corporate environment
 - Breaking the rules
 - Pushing the rules
 - Performance pressures
- Individuals
 - Making a mistake
 - Rule compliance – not rules were broken
 - “Professional” practice
- OHS ‘research’ on ethical practice
- **Lessons from banking ethics**

The corporate environment – Breaking the rules



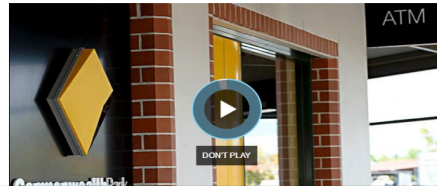
EXCLUSIVE FEBRUARY 4 2016 SAVE PRINT LICENSE ARTICLE

Commonwealth Bank staff implicated in alleged \$76m fraud

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Cameron Houston and Chris Vedelago

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Leighton slammed for mishandling corruption allegations

The World Today By AM business editor Peter Ryan
Posted 22 Apr 2016, 4:25pm

A former top executive at construction firm Leighton Holdings has slammed the company's ability or willingness to weed out corruption or questionable payments.

Stephen Sasse told a Senate committee into foreign bribery that Leighton's mechanism for dealing with whistleblowers appeared to be a sham.

The allegations came as the corporate regulator ASIC continues its investigation into Leighton and what senior executives did to deal with alleged shady dealings.

Mr Sasse was Leighton International's general manager of organisation strategy and was hired in 2011 by Leighton's then-chief executive David



PHOTO: Leighton Holdings has been hit with a number of corruption allegations. (AFP: Greg Wood)

MAP: Australia

The corporate environment – ‘Pushing’ the rules



The corporate environment – Pressures

CommInsure: Doctors pressured to help CBA's insurance arm avoid payouts to sick and dying, whistleblower says

Four Corners By Adele Ferguson, Klaus Toft and Mario Christodoulou

Updated 7 Mar 2016, 10:56pm

The former chief medical officer of the Commonwealth Bank's insurance arm, CommInsure, has blown the whistle on an entrenched culture of dishonest and unethical practices aimed at avoiding payouts to sick and dying people.

Dr Koh revealed doctors were pressured to change their opinions, outdated medical definitions were used to deny payouts, and medical files disappeared from the internal filing system.

He said there was a culture that put profit above the interests of clients, and that legitimate claims were denied.

A joint Four Corners-Fairfax investigation has uncovered allegations of unethical and unscrupulous behaviour in CommInsure, as the Commonwealth Bank tries to rebuild its reputation after a damaging scandal in its financial planning division.

Dr Koh worked for CommInsure between November 2013 to August 2015. For privacy reasons, he



PHOTO: CommInsure's board commissioned an audit, but Dr Koh was never told the details. (ABC News: Nic MacBean, file photo)

RELATED STORY: Commonwealth Bank attacked for treatment of depressed employee

RELATED STORY: CommInsure denying heart attack claims due to outdated definition

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Key revelations from whistleblower:

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Commonwealth Bank whistleblower Dr Benjamin Koh alleges smear campaign

By AM business editor Peter Ryan

Posted 22 Mar 2016, 9:35pm

The corporate whistleblower who was sacked after speaking out about the scandal inside CommInsure has told a Senate Committee he has no faith in the Commonwealth Bank's ability to investigate itself.

CommInsure's former chief medical officer Dr Benjamin Koh has told the Senate inquiry into financial advice that he was targeted for revealing allegations of unethical behaviour inside CBA's insurance arm.

The Commonwealth Bank maintains Dr Koh was dismissed for a privacy breach unrelated to his whistle blowing and that he sent 260 CommInsure documents to his personal Gmail account in breach of bank policy.

However, Dr Koh has rejected the CBA's claims and maintained he was sacked because he was a whistleblower and has since been vilified by senior CBA corporate affairs staff.



PHOTO: Benjamin Koh made his CommInsure allegations to Four Corners/Fairfax. (1 News Express)

MAP: Australia

Individuals – “Making a mistake”

Sam Dastyari resigns from Labor frontbench over donations row

The senator says ‘I fell short of the duty I owe to the people’ and that the disclosures had become a distraction for the party



Labor Senator Sam Dastyari fronts the media. Photograph: Dean Lewins/AAP

“What I did was within the rules but it was wrong!”

“I have fallen short of my duty...”

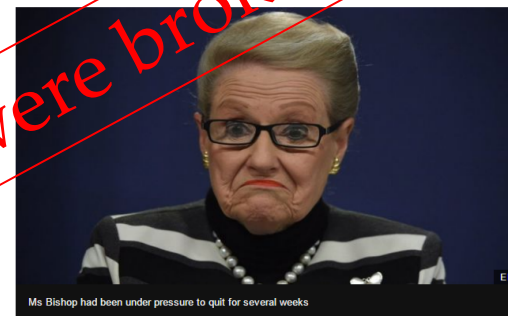
The individual – Rule compliance?



Australia Speaker Bronwyn Bishop quits over expenses

3 August 2015 | Australia

Share



Ms Bishop had been under pressure to quit for several weeks

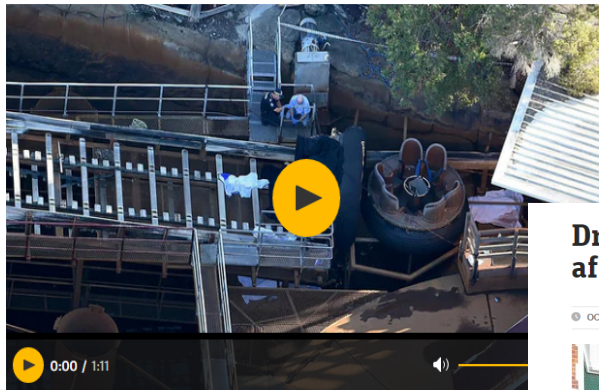
The speaker of the lower house of the Australian parliament, Bronwyn Bishop, has resigned over an expenses scandal.

"No rules were broken"

“Professional” practice

Dreamworld accident: four dead at Gold Coast theme park

Witnesses describe people running screaming from Thunder River Rapids ride after malfunction flips raft



Dreamworld boss Deborah Thomas regrets company's response to fatal ride

Ardent Leisure CEO says company should have given a 'very different' response, including working with police to contact families faster



Ardent Leisure CEO Deborah Thomas attends a candlelight vigil outside Dreamworld on 28 October after four people died in a raft accident. Dan Peled/AAP

Dreamworld parent company Ardent Leisure in crisis after fatal theme park accident

OCTOBER 25, 2016 7:25PM



ny that owns the [Dreamworld](#)

Common areas of (OHS) misconduct

- Working outside areas of competence
- Plagiarism
- Failure to protect confidential information
- Failure to share credit for work completed
- Fabrication of information
- Criticising the ability/integrity of a colleague for own gain
- Withholding information that contradicts a desired outcome
- Undertaking work to favour a specific outcome
- Deliberately not reporting incidents

Strahlendorf

Factors leading to ethical problems

- Economic pressure (cost decisions rather than risk)
- Increased pressure to win contracts causing OHS to fall by the wayside
- The 'nightmare client', consultants being manipulated to get the job
- Pressure as being part of 'the management team'
- Job security vs ethical conduct
- Role confusion (blamed for doing nothing/something)

Lessons from 'banking' ethics

- “ ... an industry-wide culture of tacit endorsement enabled wrongdoers to somehow justify their behavior, irrespective of the ethical implications” (*A question of Ethics: Navigating Ethical Failure in the Banking and Financial Services Industry, 2016*)
- “There’s two things that most readily explain unethical conduct in any organisation. One is a kind of wilful blindness to appropriate standards, but it is the smallest part of the problem. The much larger issue is when good people do bad things without actually seeing what they are doing. (“well everybody was doing it”)” (*Simon Longstaff, The Ethics Centre*).



Trish – add on the day



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